



Getting Ready to Run

Wellstone

Stage 1: Making the Decision

Check In with Yourself and Your Family!



1. **Dream a little...**
 - Why do you want to run?
 - What brought you to wanting to run?
2. **Do you have the time?**
3. **Do you have the drive?**
4. **Can you afford it?**
5. **What about your history?**
6. **Check in with work!**

Stage 1: Making the Decision

Check In with People Who Care about You and Those You Trust!

7. Assemble a “kitchen cabinet” of key supporters

- Ask them to list plusses and minuses of your running
- Ask them to list your strengths as weaknesses as a candidate

8. Create a draft work plan

9. Create a “to-do” list with a timeline

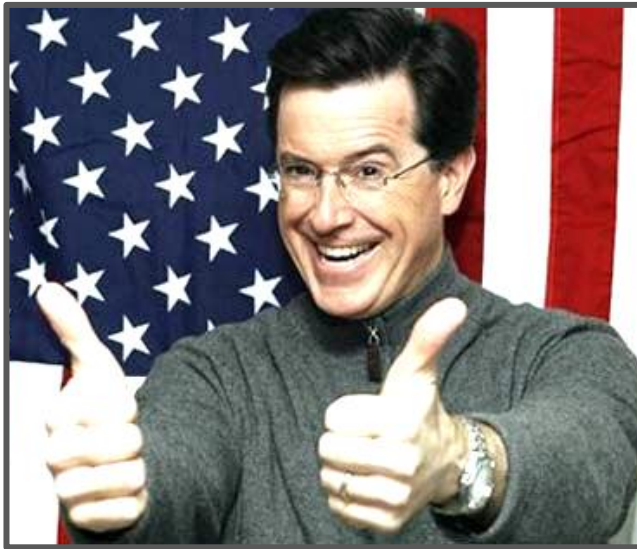
Which position?

- Level
 - Local, state or federal
- Partisan or non-partisan
- Elected or appointed
- Incumbent or open seat

Getting Started!

DECISION DAY

YES,
I'm running!



NO,
not this time!



Stage 2: Research

Research the RACE



Collect and Analyze Data:

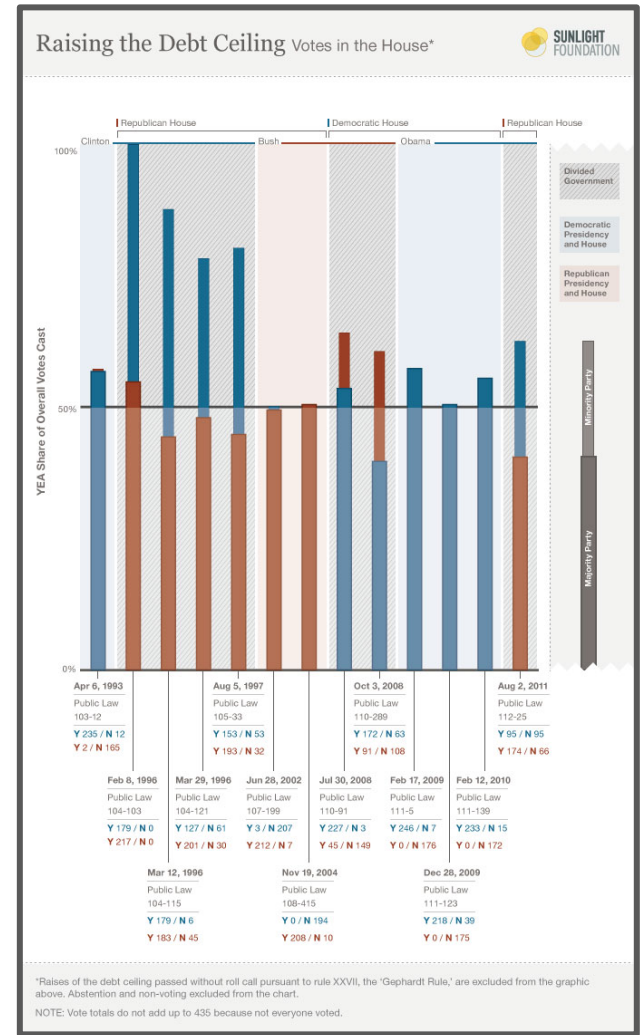
- What's the district look like?
- Who is the likely opposition?
- Do past election results suggest it is winnable?
- What's it going to cost?
- Likely donors and supporters based on who you are as a candidate
- Filing deadlines – requirements

Stage 2: Research

Research the **OPPOSITION**

Do Factual, Comparative Research On:

- Opponents' rhetoric and promises against their public performance and record.
- Evaluating and assessing opponents' "on-the-job performance"

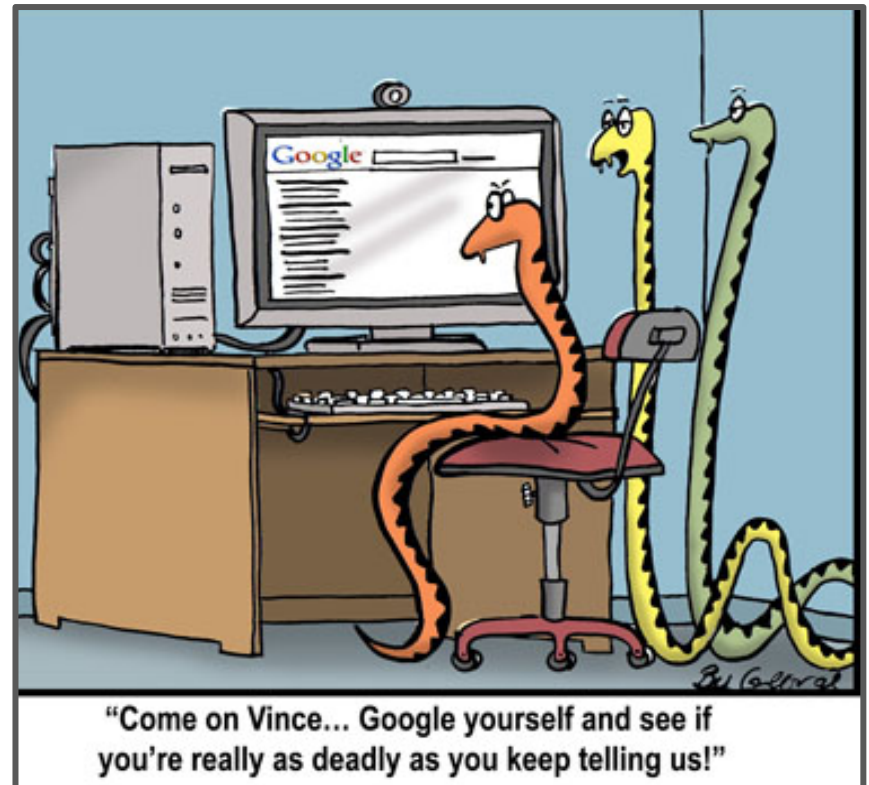


Stage 2: Research

Then, Research **YOURSELF!**

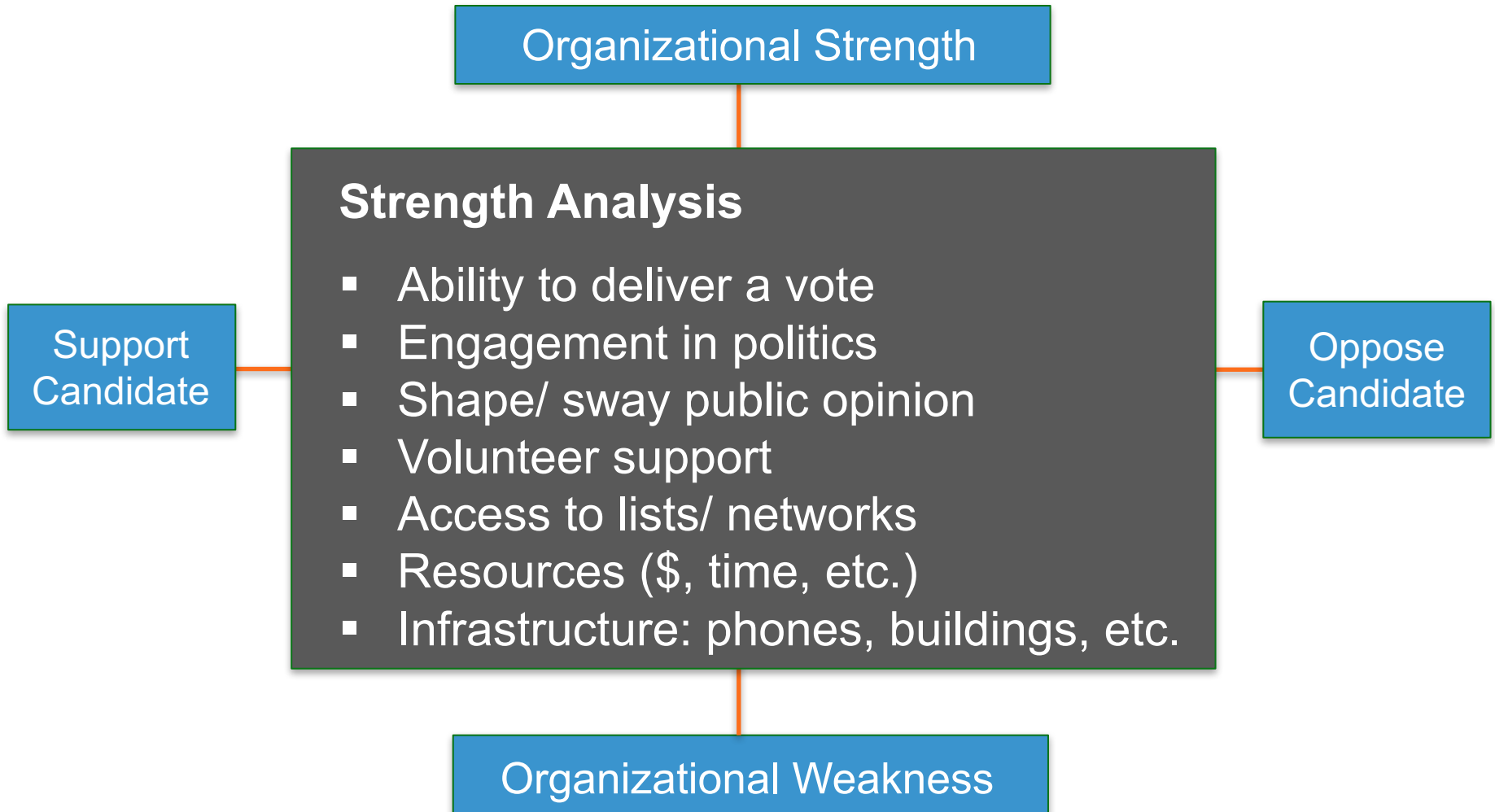
- School and work history?
- Financial – credit?
- Arrests, lawsuits, marital history?

Any deal-breakers?

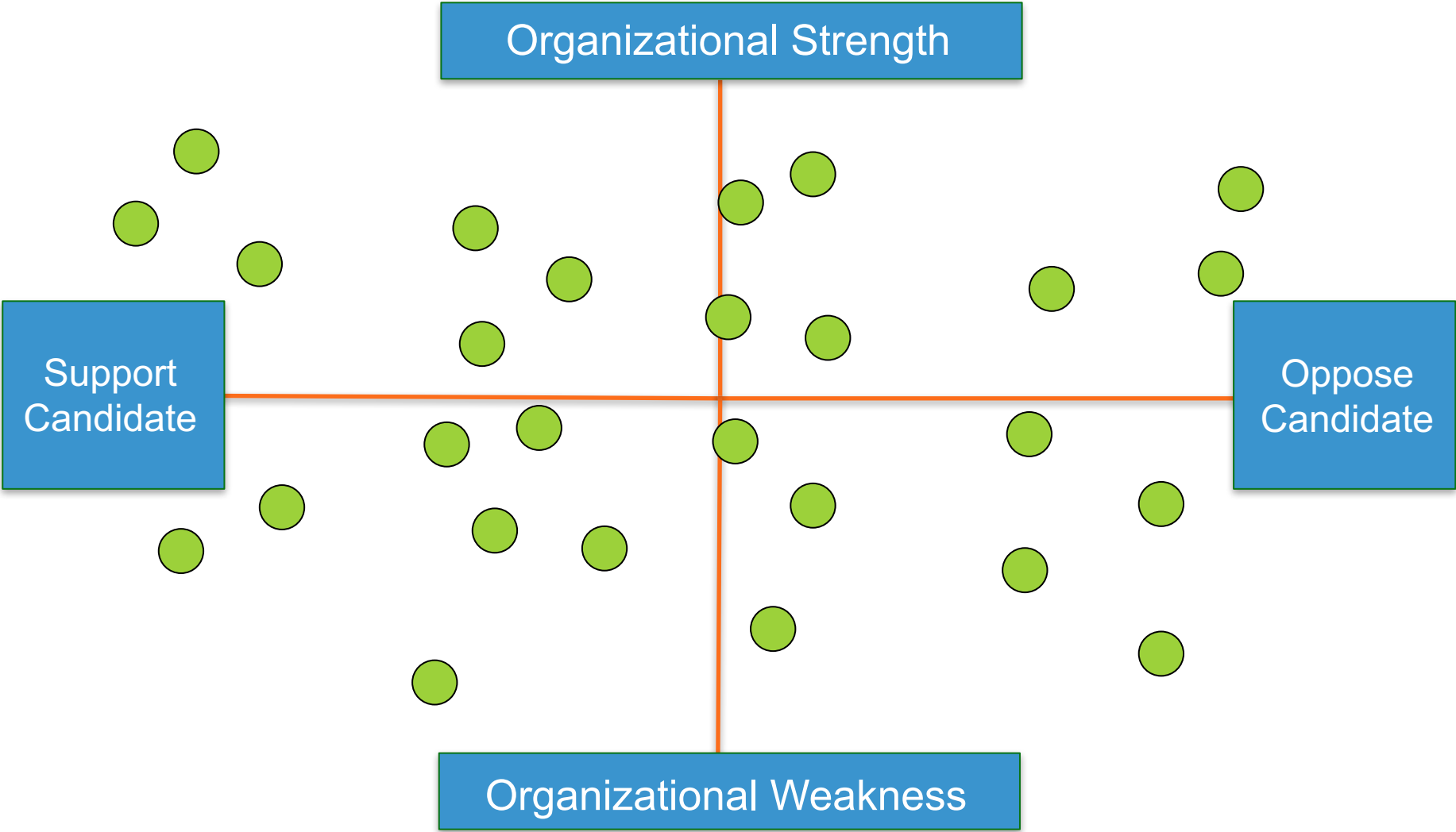


Putting it All Together in a Plan

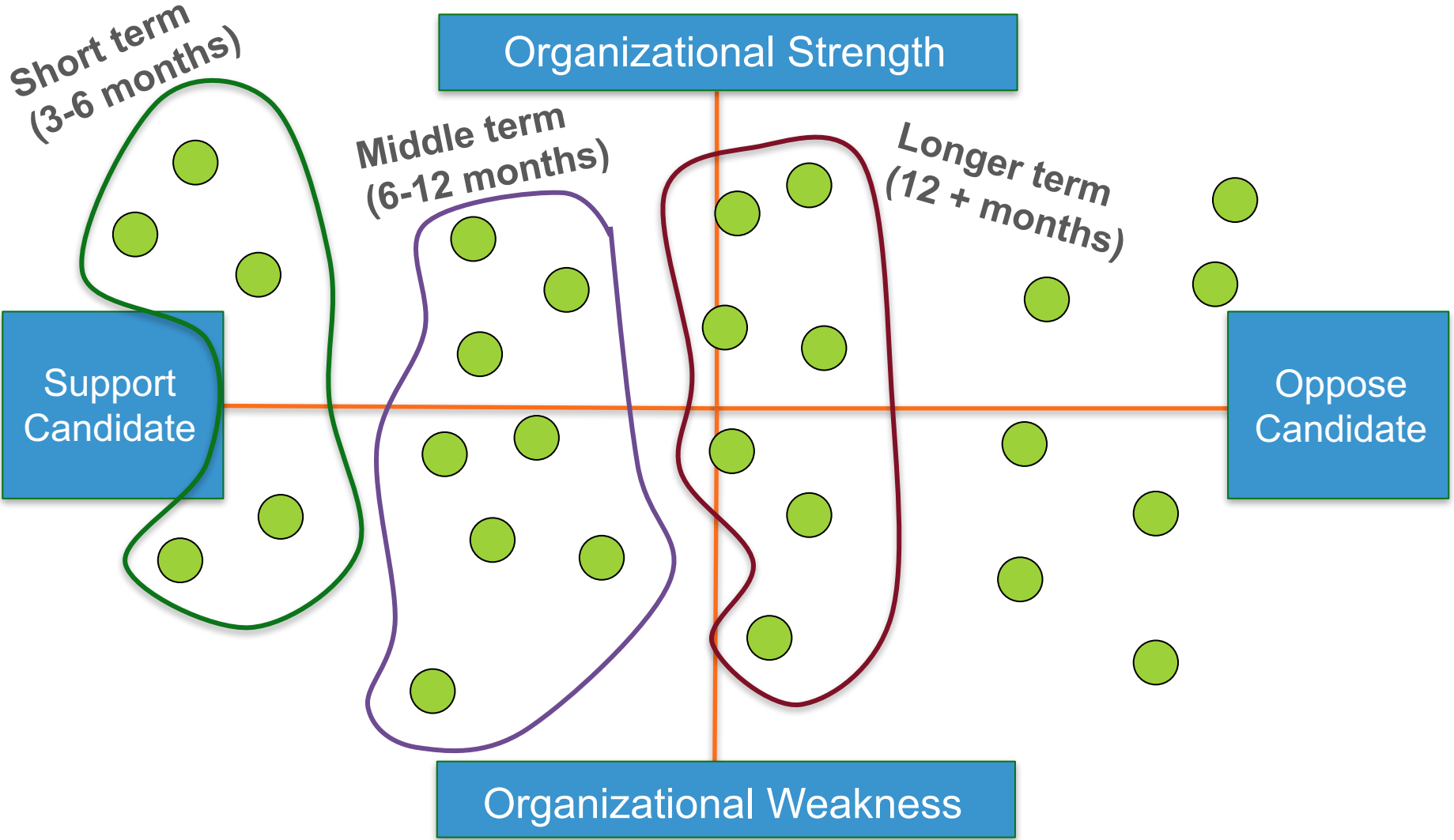
Electoral and Community Power Analysis



Mapping and Targeting



Mapping and Targeting



Putting it All Together in a Plan

Short term (3-6 months)	Middle term (6-12 months)	Longer term (12 months+)
<ul style="list-style-type: none">▪ Voter registration▪ GOTV	<ul style="list-style-type: none">▪ ID leaders and build relationships in <u>targeted</u> base constituencies▪ Leadership recruitment	<ul style="list-style-type: none">▪ Growing relationships▪ Working with communities▪ Reaching beyond core base – changing the electorate▪ Leadership development

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